

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No.of Wins	
1	1	Wunderman Thompson	Perfetti van Melle, Nestle Indonesia, Unilever Project	4.5		4.5	10	
2	2	M&C Saatchi	Indonesia Tourism Global, Csurya Cipta Swadaya, XL Home	3.7		3.7	6	
3	4	VMLY&R	Asia Pulp & Paper-Paseo Project, Krakakoa Project, Oppo Reno 4F Project, Intel Project	0.7		0.7	16	
4	3	Ogilvy	Nestlé Project	0.7		0.7	5	
5	5	Happy Marketer	Pegipegi Digital	0.5		0.5	1	
6	-	Isobar	PT Pertamina (Persero)	0.5		0.5	2	
7	6	Dentsu	PT Bank Negara Project	0.4		0.4	8	
8	7	BBDO	Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever	1.1		0.3	24	
9	8	Grey Group	FWD Insurance Project	0.2		0.2	3	
10	9	Arcade	PT Calbee Wings - Umabee Project , Philip Morris Indonesia Project	0.1	XL Axiata Project	0.0	6	
11	0	Publicis	Nestle Project,	0.0		0.0	1	
12	-	Digitas	Nestle Project,	0.00		-0.02	1	
13	10	Leo Burnett	Sanofi Project, Ajinomoto Project, Nestle Project, Philip Morris Project	0.01	Philip Moris Indonesia - Magnum Project	-0.07	4	
						2020(Jan-Oct)	11.0	77
						2019(Jan-Oct)	16.4	102
						YoY Comparison:	-33.2%	-24.5%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No. of Wins
1	1	dentsu X	Kao Corporation Project	2.8		2.8	16
2	2	OMD	Bank Jago, weTV Project	2.1	Hasbro	2.1	5
3	3	Wavemaker	L'Oréal	2.0	Confidential	1.4	1
4	4	Havas Media	Bukopin Project, Xiaomi Project, Ringan	1.2	Emirates Airlines	1.2	5
5	7	MediaCom	Smartfren Digital, Pizza Hut, Viu Media	1.0		1.0	11
6	5	PHD	Diageo	0.5		0.4	2
7	6	Arena Media	Godrej	0.3		0.3	1
8	9	Zenith	Disney+	0.2		0.2	2
9	8	Publicis Groupe	RB (Reckitt Benckiser)	0.2		0.2	1
10	10	Initiative	Wulling, Ovaltine	0.3	RB	0.1	2
11	12	Mindshare	Zespri kiwi fruit	0.1		0.1	2
12	11	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2
13	13	Starcom		0.0		-0.1	0

2020(Jan-Oct) 9.7 50

2019(Jan-Oct) 9.0 60

YoY Comparison: 8.5% -16.7%

2020 Creative & Media (Jan-Oct) 20.7 127

2019 Creative & Media (Jan-Oct) 25.4 162

YoY Comparison: -18.4% -21.6%

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.